



## NEWS RELEASE

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### **Worcester-based *Vocero Hispano* Publisher Wins Massachusetts SBA 2005 Minority Small Business Champion Award**

**BOSTON** – Sergio Rivera, publisher of Worcester-based *Vocero Hispano*, has been named the 2005 Massachusetts Minority Small Business Champion by the U.S. Small Business Administration (SBA) according to an announcement made by Mark S. Hayward, Massachusetts SBA District Director.

The Minority Small Business Advocate Award is presented annually to an individual who has fulfilled a commitment to support minority entrepreneurship. Specific nomination criteria include: (1) Volunteer efforts to advance minority small business interests; (2) Demonstrated efforts to improve conditions in the minority small business community as a whole; (3) Voluntary provision of professional services to the minority small business community; and (4) Demonstrated accomplishments in advising minority small business groups of opportunities within the overall business community. Mary T. Gough, Branch Manager, Bank of America, Worcester, MA, nominated Sergio for this award.

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“It is very rewarding to honor Sergio Rivera for his efforts on behalf of the minority community,” said Charles E. Summers, the SBA’s New England Regional Administrator. “He is committed to providing pathways for all to succeed and our country and economy is better off because of him.”

Rivera founded *Vocero Hispano*, a Spanish-language weekly, in 1990 because he recognized that there was a need for a Spanish language publication that positively impacted the Latino community. *Vocero Hispano*, which means “Hispanic Messenger”, reaches more than 60,000 Massachusetts Latino homes and businesses with local, national and international news, as well as articles on finance, real estate, education and more. In her nomination letter, Bank of America’s Mary Gough wrote, “Sergio is a successful Latino entrepreneur who cares about the community. Through his published work, he enhances the growth of other small businesses because he can relate to the challenges of running a small business, and the value they bring to the economy and the community.”

“Sergio Rivera’s unwavering commitment to the Latino community is impressive,” said SBA Director Hayward. “His newspaper serves to educate the Latino community about the full range of issues including finance, education and the challenges facing small business. His passion for what he does is obvious by the many successes he has achieved.”

Rivera will be honored at SBA’s *Celebrate Success* awards luncheon at The Beechwood Hotel in Worcester on Friday, June 10, 2005. The Massachusetts Small Business Person of the Year, Fred Curtis, Jr., president and CEO of Worcester-based Curtis Tractor Cab, Inc., will also be recognized along with nine other small businesses and small business champions from throughout the Commonwealth.